Preface

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Biographical notes: Viput Ongsakul currently holds the position of Commissioner at the Securities and Exchange Commission (SEC) Thailand, and former Dean of NIDA School of Business, National Institute of Development Association, Bangkok, Thailand. He holds a PhD in Operations Management from Texas Tech University (USA). He is a distinguished academic and policy advisor with extensive experience in business education, corporate governance, and strategic consulting across Southeast Asia. He is an affiliate advisor at the Centre for Competitiveness, University of Fribourg, Switzerland, and actively contributes to global business education as both Chair and Peer Review Team Member for AACSB and EFMD accreditations. He also serves as a Facilitator for the Director Certification Program (DCP) at the Thai Institute of Directors (IOD) and is an AACSB Training Facilitator for business schools across the Southeast Asia region.

1 Introduction

In recent years, Vietnam has emerged as one of the most dynamic and rapidly evolving economies in the Asia-Pacific region. With its youthful population, digital transformation momentum, and increasing global integration, Vietnam is not only reshaping its domestic economic and social landscape but is also offering fertile ground for academic inquiry and innovation. This special issue, *Redefining the Frontiers of Scholarship Across an Emerging Country of Asia Pacific (Vietnam)*, presents a curated selection of six insightful scholarly papers that reflect the depth and diversity of contemporary research in this context.

Spanning the domains of consumer behaviour, sustainable business practices, digital marketing, and operational excellence, these studies illuminate how Vietnamese businesses and consumers are adapting to and shaping global trends. The selected papers collectively explore critical themes, such as the influence of national identity and cultural values on brand perception, the growing significance of digital tools, such as Chatbots and Logistics 4.0, the behavioural nuances of young consumers on social platforms, and the strategic role of green intellectual capital in SME development.

Together, these contributions not only deepen our understanding of Vietnam's unique market and socio-economic dynamics but also challenge conventional assumptions in business and marketing scholarship. They emphasise the need for contextually grounded, culturally nuanced, and technologically informed research in emerging economies.

As Vietnam continues to rise as a key player in the region, this issue seeks to highlight how localised insights can contribute to global academic discourse – redefining

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not just the frontiers of scholarship, but also the pathways for sustainable growth, innovation, and inclusive development.

The first paper, entitled 'Understanding the influence of influencer marketing on young consumers' smartphone buying behaviour in Vietnam', authored by Tuan-Anh Ngoc Bui and Minh Pham, has used a quantitative approach to investigate the role of country of origin (COO) and influencer marketing (IM) in smartphone-purchasing behaviour among Vietnamese youths. The study primarily investigates the impact of COO on perceived value, attitude, and purchase intentions, and secondarily on evaluating IM's moderating role. The results of the survey show a significant impact of COO on perceived value, attitude, and purchase intention of young consumers but exhibit a weak or negative moderating effect of influencer marketing. The authors have concluded that COO plays a crucial role in influencing young consumers as it remains a trust anchor and emphasised on ascertaining the long-term impact of influential marketing. The findings of this study provide an in-depth insight into marketers on the use of COO in their marketing strategies to bolster customer intentions and emphasises the need for credible and product-knowledgeable influencers to promote the market offerings.

The second paper, entitled 'Dynamics of governmental financial support for Korean venture firms: an empirical perspective', authored by Taegi Kim, Yancheng Li, Weilong Zhang and Keunyeob Oh, examines the impact of various financial support programs, including R&D funding, loans, and guarantees on firms across South Korea. This study revealed that the government financial support positively influenced all performance indicators, including sales, intellectual property (IP) applications, and market share. R&D support had a significant impact on IP applications and market share, and loan support positively affected market share. Guarantee support contributed to increased sales and market share but had no effect on IP applications. The impact of R&D support on patent applications was more pronounced in the startup and early growth stages. R&D-intensive firms benefitted more from R&D support. The study concluded that the survival and success of these firms should be left to the free-market forces and ought to be determined through fair competition. However, when venture firms develop new technologies, they generate significant external economies, such as technological spillovers to other companies and industries, even if they fail in business terms. Consequently, dedicated government support is necessary for venture firms to succeed, which yields greater benefits for the overall economy. This is a clear example of market failure arising from the existence of external economies. Hence, government support policies for venture firms should be designed to meet specific objectives. For instance, if the primary goal is to foster technological innovation through venture firms, government support may be appropriately confined to R&D funding. Careful consideration is required when selecting support recipients. For example, if promoting technological development is the objective, customised support should target firms with a high proportion of R&D personnel during the early stages of their development. Conversely, if the goal is to boost sales, appropriate funding should be directed toward more mature firms.

The third paper, entitled 'Calling it out loud: the activation of national values in themed advertisements and beer brand attitude', authored by Thai-Ngoc Pham and Nhu-Ty Nguyen, has primarily focused on exploring the determinants of consumer-based brand attitude under an international sports event, with a focus on patriotism and cosmopolitanism as activated through themed advertising. This study focuses on how cultural values, along with familiarity, influence brand attitudes. Results of the data from 336 survey responses indicate that identity-based cues in advertising can significantly

enhance brand attitudes when aligned with audience values. The authors offer practical insights for marketers aiming to leverage sports events for effective brand positioning in collectivist cultures.

The fourth paper, entitled 'Impulse buying behaviour of Generation Y consumers on social media platforms: application to fashion products', authored by Thi Ha Anh Dao, Thanh Huyen Nguyen, Quynh Trang Nguyen and Thi Minh Ngoc Luu, has used the stimulus-organism-response model to examine the impact of environmental stimuli on impulsive buying behaviour of Vietnam's Generation Y regarding fashion products on social media platforms. The findings of this study reveal that organism factors, such as impulsiveness, social interactions, and perceived usefulness, and stimulus factors, including visual appeal, price attribute, and review quality, influence the impulsive buying behaviour of Generation Y consumers. The analyses have also highlighted the controlling role that gender plays in impulse buying behaviour. The study provides practical implications to businesses and marketers within the fashion industry looking to encourage more frequent impulse buying behaviour among Generation Y users on social media.

The fifth paper, entitled 'The impact of AI chatbot marketing efforts on customer satisfaction in e-commerce', authored by Ngoc Mai Tran Nguyen and Hien Chau Nguyen Vo, has analysed the impact of the interaction, entertainment, information, customisation and accessibility components of the chatbot marketing efforts on the accuracy, credibility and competence of the perceived communication quality. This study has also evaluated the influence of chatbot marketing efforts and perceived communication quality on customer satisfaction on their shopping experience with chatbots. The study collected the responses from 235 participants engaged in chatbot marketing activities. The results of the study reveal that all the components of the chatbot marketing efforts significantly influence the perceived communication quality, leading to increased customer satisfaction. The study provides useful insights to managers and offers guidance for chatbot marketing strategies to foster customer relationships.

The sixth and final paper, entitled 'Logistics 4.0 capabilities and performance: the moderating role of digital transformation', authored by Nguyen Thi Anh Van, Nguyen Khac Hieu and Nguyen Thi My Hanh, has investigated the direct impact of Logistics 4.0 capabilities on logistic and operational performance, as well as the moderating roles of digital transformation on these connections. This paper has focused on the digital empowerment and resource-based-view theories. The results indicate that Logistics 4.0 positively influences both the operational and logistical performance. Furthermore, the analyses revealed a significant association between the digital empowerment and operational performance. The study offers valuable insights for logistics firms aiming to enhance performance through Logistics 4.0 capabilities and through digital transformation.

2 Conclusion

As we conclude this special issue on *Redefining the Frontiers of Scholarship Across an Emerging Country of Asia Pacific (Vietnam)*, the six featured studies together illustrate the vibrancy, complexity, and scholarly relevance of Vietnam's evolving academic and business landscape. These contributions not only deepen our understanding of consumer psychology, technological integration, and sustainability in emerging markets, but they

also broaden the theoretical and practical horizons for future research in Asia-Pacific and beyond.

The diverse themes have explored from the nuanced role of country of origin and influencer marketing in shaping youth consumption, to the strategic potential of green intellectual capital for SME sustainability, which reflect Vietnam's growing importance as a research frontier. Studies on national identity in advertising and Vietnam's Generation Y's social media-driven fashion behaviour offer culturally grounded perspectives on marketing dynamics, while investigations into AI chatbot strategies and Logistics 4.0 capabilities demonstrate the country's accelerated embrace of digital transformation and operational innovation.

What emerges clearly from these works is a shared emphasis on adaptability, trust, sustainability, and digital readiness – all vital pillars for business success in the modern era. Moreover, these studies underscore the value of conducting locally rooted yet globally informed research to explore both theory and practice in emerging markets.

We hope this collection inspires scholars, practitioners, and policymakers to continue exploring the rich tapestry of Vietnam's development journey. As Vietnam advances economically and technologically, so too must our academic lenses evolve to capture its dynamic realities. In redefining these frontiers, we move toward a more inclusive, diverse, and representative global scholarly discourse.